

ORDER



Orders	Order / Rev:	716338
	Alt Order #:	06335534
	Product Desc:	OBAMA SKED A
	Estimate:	1844
	Flight Dates:	09/25/12 - 10/01/12
	Original Date / Rev:	09/25/12 / 09/25/12
	Order Type:	Political

	WKYC
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Greer Margolis Mitchell/ Pol
	Buying Contact:	
	Billing Contact:	
		3050 K St NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	PL-Presidential,Political,PL-Federal
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	32	\$71,225.00	\$60,541.25
10/01/12	10/07/12	2	\$15,000.00	\$12,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$71,225.00	\$60,541.25	0.00
October 2012	2	\$15,000.00	\$12,750.00	0.00
Totals	34	\$86,225.00	\$73,291.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/25/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF - -		1		\$375.00		0.00					
2	WKYC	09/25/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
GOOD COMPANY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF - -		1		\$150.00		0.00					
3	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF - -		2		\$800.00		0.00					
4	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF - -		1		\$200.00		0.00					
5	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	2		\$375.00		0.00						
6	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$200.00		0.00						
7	WKYC	09/25/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$300.00		0.00						
8	WKYC	09/25/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$350.00		0.00						
9	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$450.00		0.00						
10	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$350.00		0.00						
11	WKYC	09/25/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$700.00		0.00						
12	WKYC	09/25/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$1,800.00		0.00						
13	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$800.00		0.00						
14	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$1,800.00		0.00						
15	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	2		\$800.00		0.00						
16	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	2		\$1,200.00		0.00						
17	WKYC	09/25/12	09/28/12		CM	9a-10a	- TWTF - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a Today II											
				Today Show II											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$400.00		0.00						
18	WKYC	09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF S -	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF S -	3		\$1,800.00		0.00						
19	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p	- - - - F - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				GRIMM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - F - -	1		\$3,000.00		0.00						
20	WKYC	10/01/12	10/01/12	Mon Prime C Mon Prime C	CM	10-11p	M- - - - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				REVOLUTION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$5,000.00		0.00						
21	WKYC	10/01/12	10/01/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$10,000.00		0.00						
22	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	- - - - - S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				BROWNS HUDDLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$1,800.00		0.00						
23	WKYC	09/30/12	09/30/12	Football Night in America Football Night In America	CM	Various	- - - - - S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				FOOTBALL NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$2,000.00		0.00						
24	WKYC	09/30/12	09/30/12	NFL Regular Season Football NFL Football	CM	NFL Football	- - - - - S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
				NFL: NY GIANTS/PHILLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$6,500.00		0.00						
25	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$800.00		0.00						
26	WKYC	09/27/12	09/27/12	Browns Football-NFL Net Browns Football - NFL Net	CM	Browns Football	- - - T - - -	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
				NFL: BALTIMORE/CLEVELAND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - T - - -	1		\$30,000.00		0.00						
27	WKYC	09/25/12	09/25/12	Tue Prime C Tue Prime C	CM	10-11p	- T - - - - -	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- T - - - - -	1		\$3,500.00		0.00						
28	WKYC	09/25/12	09/25/12	Tue Prime A Tue Prime A	CM	8-9p	- T - - - - -	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- T - - - - -	1		\$4,000.00		0.00						
													Totals	34	\$86,225.00